

## AmeriCorps Opening Day 2018 Social Media Toolkit

Twitter, Facebook, and Instagram can be extremely effective tools for creatively marketing your AmeriCorps Opening Day event. To get the most out of these platforms, you should start planning as soon as possible. It's also important to loop in CNCS headquarters early on so we can help promote your event to a broader audience through our national social media channels.

Create a social media calendar for the days and weeks before your celebration. Publish at least one teaser post every day leading up to the event to help drum up excitement among your social media fan base.

Here are some fun ideas to help get your creative juices flowing:

- Livestream your opening day celebration on Facebook. This is a great way to engage people who can't attend in person. Include a catchy description to draw viewers in, and tag relevant people and organizations. Feel free to promote a link to the video on your other social media pages using the hashtag **#PledgeToServe**. Other great hashtags to include are #GetThingsDone, #AmeriCorpsWorks, #NationalService, #CountOnUs, and #BeTheGreaterGood.
- AmeriCorps has been in operation for almost a quarter of a century. That's a lot of history! On Instagram, share "vintage" photos of AmeriCorps members in your state and region taking the pledge. Include hashtags like #MemoryMonday, #WaybackWednesday, #ThrowbackThursday, and #FlashbackFriday.
- Host a Twitter town hall with AmeriCorps alumni and ask questions like "what advice do you have for new AmeriCorps members?" or "How has AmeriCorps changed your life?"
- If you have a blog, invite AmeriCorps alumni and current members to write about their experiences, and share links to the blog post across social media.
- It might be a good idea to tag local media in your teaser posts to make them aware of your event in case they'd like to cover it or list it in community calendars. And remember to tag @NationalService and @AmeriCorps in all your social media posts. Most importantly, have a wonderful AmeriCorps Opening Day!

Here are some sample teaser posts:

### **Twitter:**

- Our big day is almost here! We're so excited to swear in a new class of @AmeriCorps members who are dedicated to making our community safer, smarter, and healthier. Stay tuned for updates on our Opening Day festivities. **#PledgeToServe** #AmeriCorpsWorks @NationalService
- We're looking forward to the positive impact this year's new @AmeriCorps members will have on our communities. BIG thanks to all of them for taking the **#PledgeToServe** our community and our nation! @NationalService #AmeriCorpsWorks

### Facebook:

- Our @AmeriCorps Opening Day celebration is just ONE week away! Can't make it in person? No problem! Join us on Facebook Live to help cheer on a new class of service members as they take the @AmeriCorps **#PledgeToServe**. @NationalService #AmeriCorpsWorks
- We are so thrilled to welcome our newest @AmeriCorps members to the @NationalService family in just a few days. If you're in the area, stop by to watch these dedicated individuals take the @AmeriCorps **#PledgeToServe**. If you can't make it, come on back to this page to watch a livestream on the day of the event.

### Instagram:

- Here's a #ThrowbackThursday photo of some #AmeriCorps members taking the **#PledgeToServe** way back in the day. We look forward to another fun-filled Opening Day Ceremony next week! #GetThingsDone #AmeriCorpsWorks #NationalService #CountOnUs #BeTheGreaterGood #Pledge #Oath #Service #SwearingIn #OpeningDay
- Time flies when you're doing great service! Check out this #WaybackWednesday photo of #AmeriCorps members taking the **#PledgeToServe** many years ago. We look forward to another swearing-in ceremony in just a few days! #GetThingsDone #AmeriCorpsWorks #NationalService #CountOnUs #BeTheGreaterGood #Pledge #Oath #Service #SwearingIn #OpeningDay